



Unpaid Care at the Core: A Catalyst for Achieving the SDGs

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# Public Policy Rational

**2019**

Why are there so few moms with a formal job, with benefits above the law and decent salaries?

**2025**

Through the Mamá Godín Ranking we have evaluated more than 450 organizations.



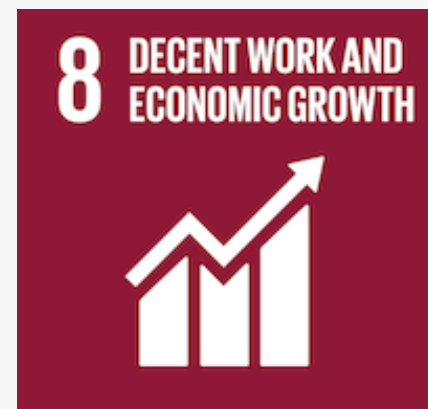
2016 Mamá Godín was born in social media as a personal activism

2020 **Mamá Godín Ranking was launched as a public policy tool.**

2022 We became a social enterprise based in México

It evaluates how workplaces govern care and retain caregivers, mainly mothers, in decent jobs.

Aligned with CEDAW, ILO C-156, USMCA Chapter 23, Mexican Constitution, and NOM-025.



# What we measure



INDICATORS  
Across 3 pillars



Equal pay for work of equal value



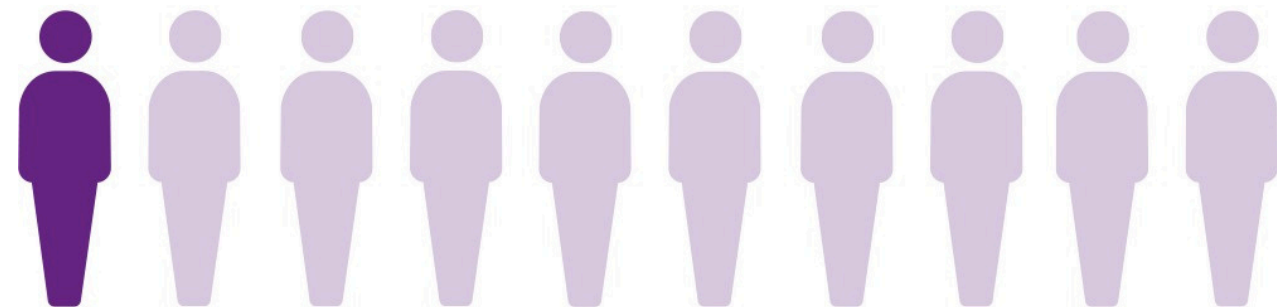
Co-responsibility of care — including gender-neutral parental leave and lactation support



Real opportunities for women in leadership



# What we've found\*



Organizations  
approved by our  
Ranking.

One out of every ten jobs is held by a mother

**985k**

benefited employees  
across Mexico

Organizations  
applying the  
methodology  
during 5  
consecutive  
years



**+26%**

Increase in women



**+113%**

Increase in mothers

\*Source: Mamá Godín research (2020–2024), based on the evaluation of over 450 public, private, and civil society organizations.

# SDG' correlations



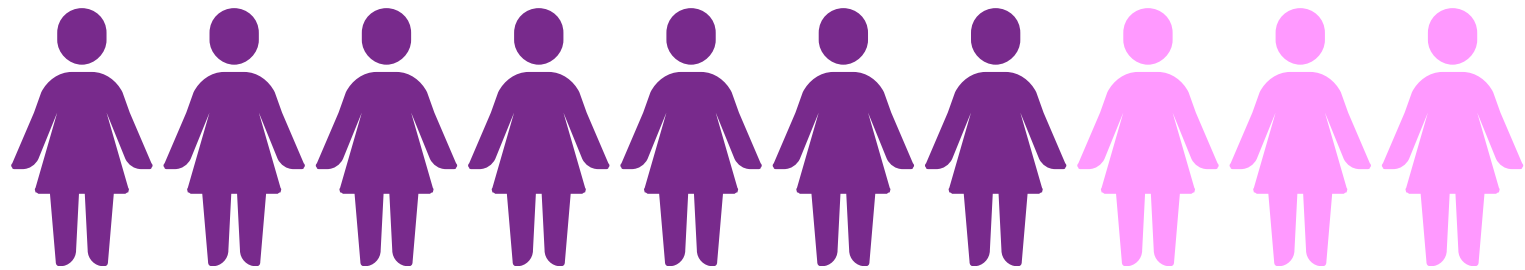
**70%\***

rated their work-related stress level at 7 or higher on a scale from 1 to 10.



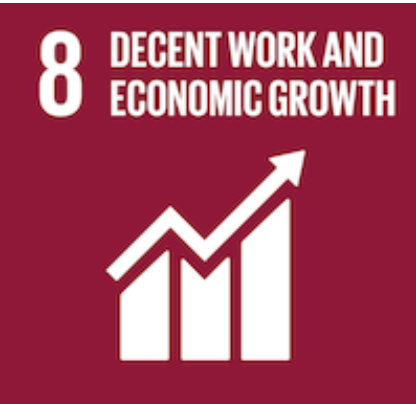
**50%\***

sleep cycle disturbances caused by their job

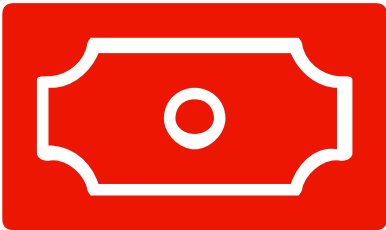


**70%\***

7 out of 10 women employees were responsible for someone's care

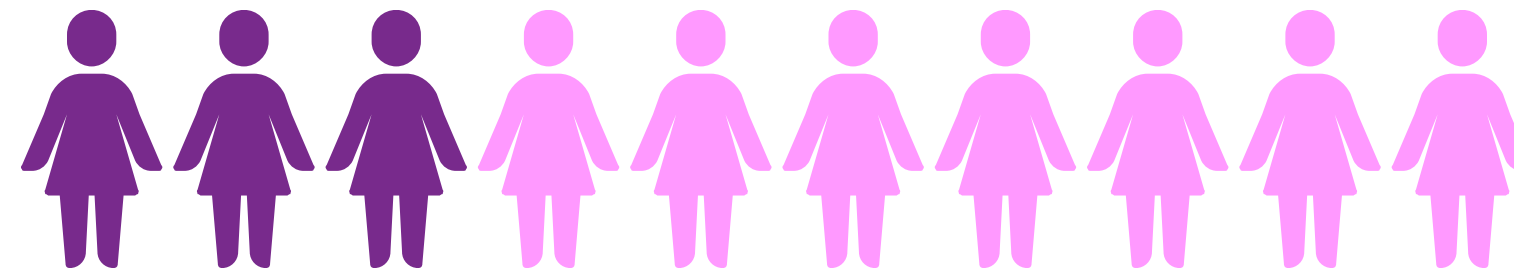


**€12,000 and €90,000**

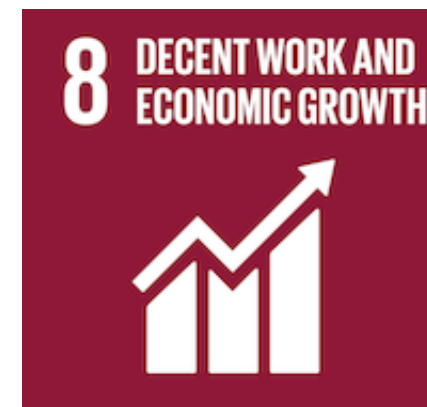


\*Systemic change Mamá Godín methodology. 15K respondents

# Scaling the Model in the EU and Ibero-America regions



By 2030, we aim to ensure that 3 out of every 10 formal jobs are held by a mother and we need your support



**“Without resilient infrastructure,  
community-based care systems,  
and inclusive disaster governance,  
no labor policy can be truly  
sustainable. There is no decent  
work without safety—and there is  
no safety without care.”**

**Aidee Zamorano**